



**Missouri Travel Barometer**  
**March 2017 Report**  
**(Data available as of 04/17/17)**

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

**March Report Highlights**

**Lodging Statistics: 2017 Calendar Year to Date through February**

According to Smith Travel Research, Missouri's statewide lodging average daily room rate and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has shown stronger growth in ADR and RevPAR while other states are showing stronger growth in Occupancy and Demand.

**Missouri Lodging:**

Demand down 1.5% -- Occupancy down 1.9% -- ADR up 3.6% -- RevPAR up 1.6%

**SIC Tourism business sales and tax collections: 2016 Calendar Year to Date through December**

- For FY17, a 1.5% (\$97.6 million) sales revenue increase is indicated by preliminary reports on 17 SICs for July-Dec
- For CYTD16, a 2.9% (\$370.5 million) sales revenue increase is indicated by preliminary reports on 17 SICs for Jan-Dec
- December 2016 saw a 0.3% (\$18.4 million) sales revenue decrease compared to December 2015

**Website Visits: 2017 Calendar Year to Date through March**

- Total web visits (main site and mobile visits) were down 8.9% for CYTD 2017 (Jan-Mar) compared to CYTD 2016
- Total web visits (main site and mobile visits) were up 3.8% for FYTD 2017 (Jul-Mar) compared to FYTD 2016

**Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2017 Calendar Year to Date through March**

- Leads from website orders, lead gen, and phone calls were up 40.9% for Jan-Mar 2017 over Jan-Mar 2016
- When adding leads such as readers' service cards and all other sources combined, response counts were down 41.2% for Jan-Mar 2017 compared to Jan-Mar 2016. This is most likely directly related to advertising cuts due to budget withhold.

**Welcome Center visits: 2017 Calendar Year to date through March**

- For CYTD 2017 the centers are down 3.7% for January - March 2017 compared to the same period in 2016
- For the month of March alone, visits are down 13.3% for 2017 over 2016

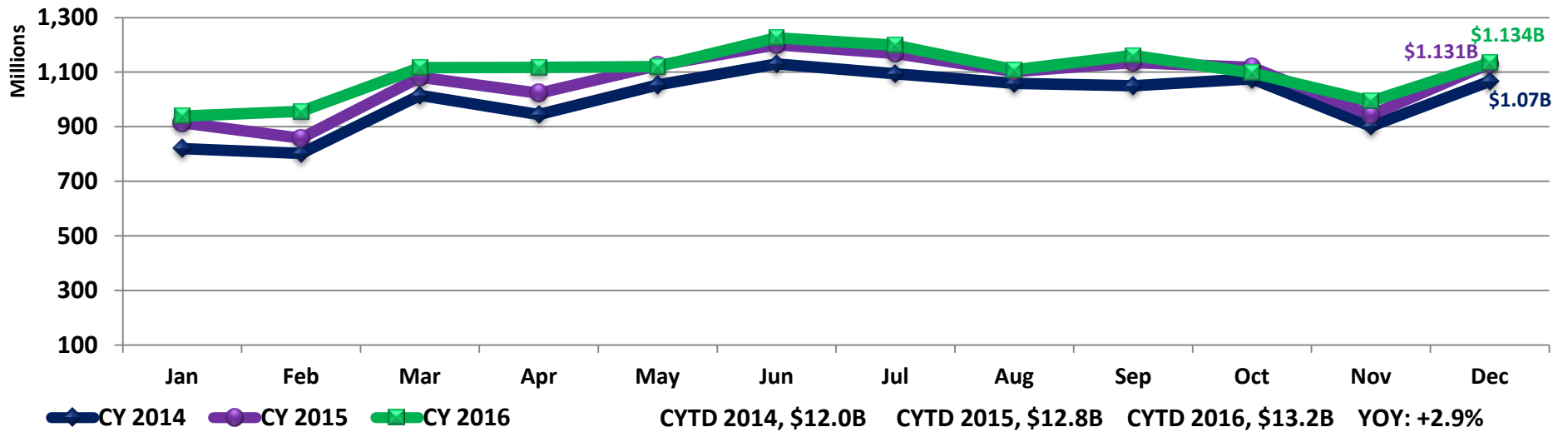
**Commercial airport deplanements: 2017 Calendar Year to Date**

- Columbia up 13.6% for January - February 2017 compared to the same period in 2016
- Springfield up 7.5% for January - February 2017 compared to the same period in 2016
- All airports combined finished 2016 up 7.4% over 2015

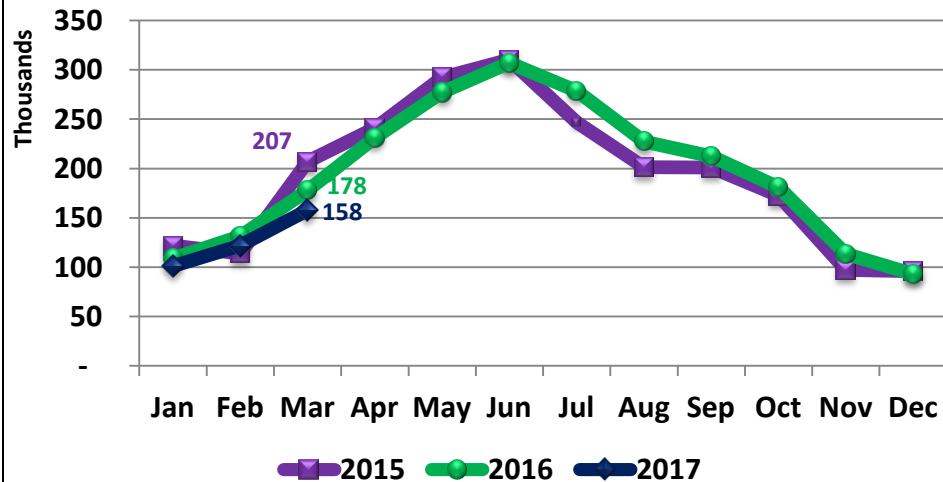
**International Visits to VisitMO.com: Website Activity 2017 Calendar Year to Date through February**

- For CYTD 2017, international visits to our website are up 1.1% compared to CYTD 2016
- Top countries viewing our website are 1. Canada, 2. India, 3. United Kingdom, 4. Germany, 5. Australia, 6. France, 7. Philippines, 8. Brazil, 9. Russia, and 10. Italy
- Top countries with YOY growth are Nigeria up 30%, Canada up 22%, Netherlands up 20%, Mexico up 11%, Italy up 9%, and Brazil up 5%
- Russia down 40%; France down 39%, Germany down 26%, and Australia down 13%.

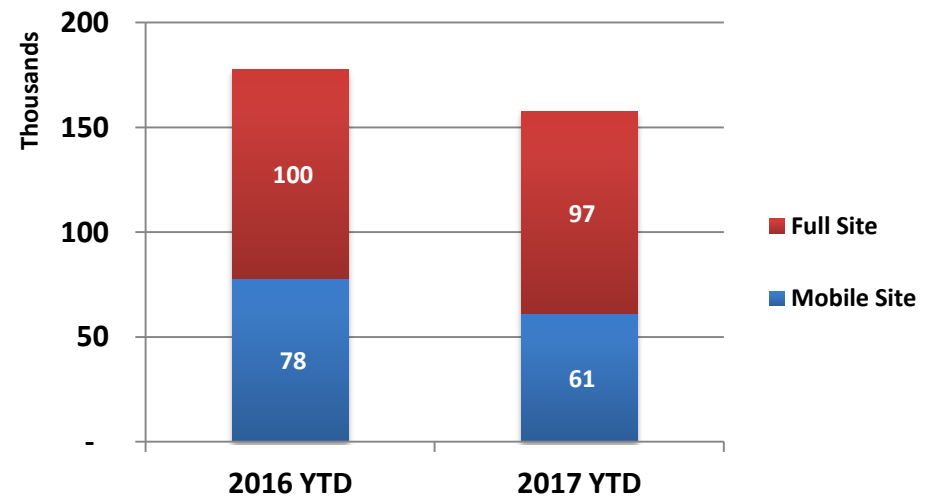
### Sales Revenue from 17 Tourism SICs



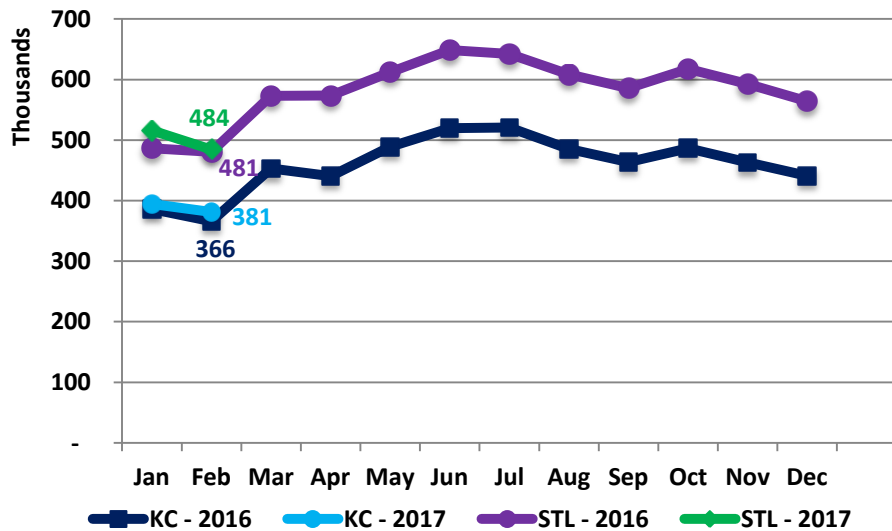
### Visits to VisitMO (Full & Mobile Sites) by Month



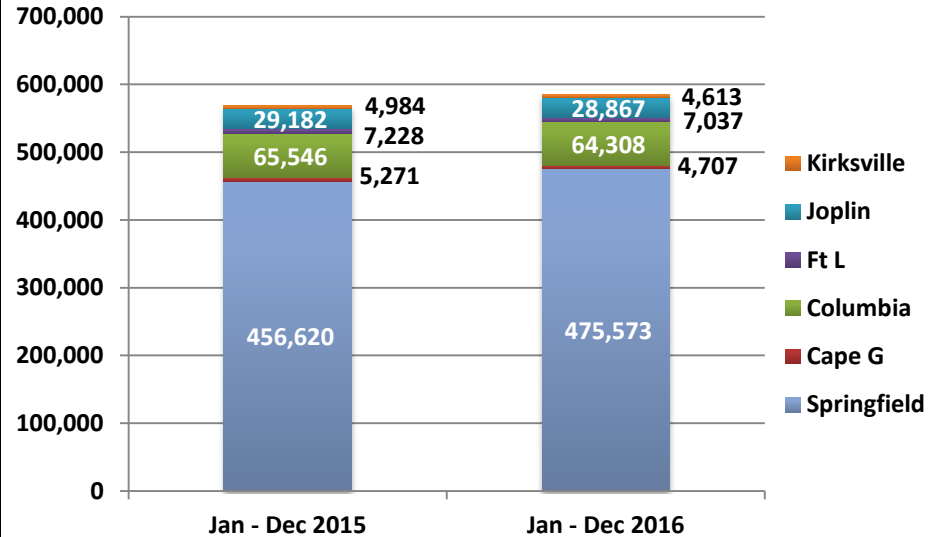
### YTD Visits to VisitMO by Site



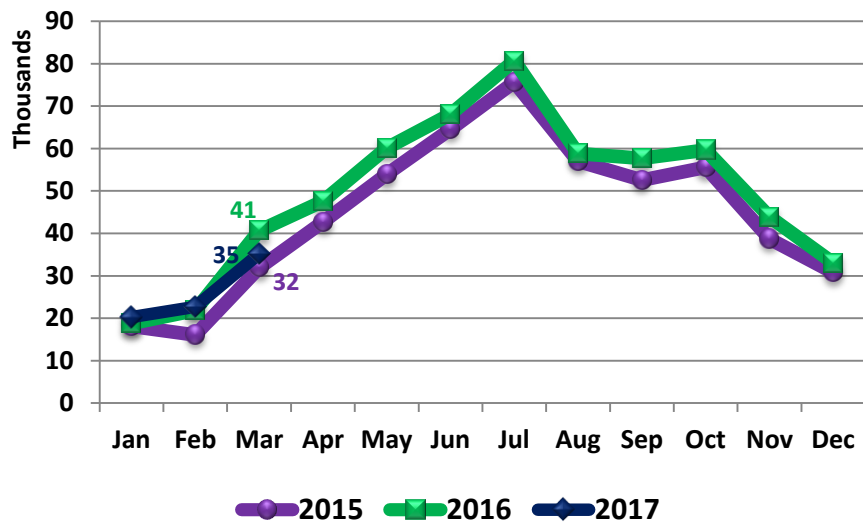
### KC & STL Airport Deplanements



### All Other Airport Deplanements



### Welcome Center Visitors



### Responses to MDT Advertising

